

## **MINUTES**

**BUSINESS DEVELOPMENT ADVISORY COUNCIL**  
500 S. GRAND CENTRAL PARKWAY, 4<sup>TH</sup> FLOOR  
GOLD CONFERENCE ROOM & VIA WEBEX  
**February 9, 2022, 9:00 A.M.**

### **Members Present:**

David Eclips, Chair, LAS International Airport  
Ariel Davis, Vice Chair, Clark County School District  
Darby Johnson, Spring Valley Chamber of Commerce  
Ginnie Salazar, Logistical Solutions  
Heidi Batiste, Nevada State College  
William Covington, Clark County Community Service Specialist  
TaShika Lawson, Business Centz, LLC for TaChelle Lawson, FIG Strategy & Consulting  
Jennie Kim, EmpowHer Planning LLC for Faisal Suba, Alliance Mental Health Specialists  
Ralph McNamara, Community Specialist for Laura Jane Spina, RAFI Architecture & Design

### **Alternates Present:**

Jennie Kim, EmpowHer Planning LLC  
Bedford Jackson, Independent Contractor  
Anthony Calva, Calva Group

### **Clark County Staff**

Shani Coleman, Clark County Community & Economic Development  
Catherine Jorgenson, Clark County District Attorney's Office  
April Turner, Clark County Administrative Services  
Trudy Harper, Clark County Purchasing and Contracts

### **Guests**

Kenyatta Lewis, MGM Resorts International  
Alexzandria Williams, Mission Support Test Services (MSTS)  
Monica Coburn, Nevada Business Advisors

- I. Call to Order  
David Eclips called the meeting to order at 9:03 a.m.
- II. Silent Invocation, Pledge of Allegiance  
Members introduced themselves via WebEx
- III. Roll Call  
Roll Call of members completed.
- IV. Public Comments\*  
None
- V. Approval of December 8, 2022, Minutes  
William Covington moved to approve the minutes. TaShika Lawson seconded the motion.
- VI. Special Assignments
  - a. Legislation – Darby Johnson - None
  - b. Marketing and Public Relations – William Covington handed it over to
  - c. Shani who spoke about enhancements to the SBOP Newsletter.  
Advocacy – TaShika Lawson identified that small and non-profit businesses may be running into problems applying for grants and other government contracts resulting from experienced or because of the portals themselves not being designed intuitively to interface organically with its end users.  
Speaker Bureau – Ginnie Salazar invited Kenyatta Lewis, Executive Director of Supplier Diversity & Sustainable Procurement at MGM Resorts International, who provided a presentation on ‘Doing Business with MGM Resorts International’. To receive a copy of the presentation, email [tharper@clarkcountynv.gov](mailto:tharper@clarkcountynv.gov). A recording of the meeting is available upon request.
- VII. Small Business Opportunity Program (SBOP) Update  
Based on the discussions that we have had, there are 13 topics:
  1. Introduction of Clark County SBOP
  2. Purchasing Laws for Clark County
  3. Vendor Registration
  4. Statement of Qualifications
  5. Insurance and Bonding
  6. Marketing
  7. Financial Cash Flow
  8. Human Resources & Employees
  9. Asset Protection & Contracts
  10. Requests for Proposals

11. Bids for Goods & Services
12. Construction Bids
13. Project Management & Administration

These topics will also include sub-topics. The modules will be a mix of topic introduction; Learning Objectives; Content. There will an assessment or quiz for each topic. They will be given an action plan on how they can implement the new learning they just completed. There will be podcasts, interviews with people with real life experiences, and testimonials from other small business. We are moving in the right direction as far as materials go. Shani thanked the Council for their participation.

The original timeline was to have this program up & running by Spring or Summer. The date will be pushed back a little to allow the content to be available in Spanish and needs more time in production. There may be some content available to share with Council at the April or June meeting to receive feedback.

We are moving forward in rebuilding SBOP in a virtual platform. This may allow us to rebuild SBOP as a Supplier Diversity Program. SBOP was originally envisioned as an opportunity for small businesses to contract with Clark County. However, since we are going virtual, we will have all of this data on a server. If we can find the money, is to create a supplier diversity program that is external to Clark County. Meaning that there are a lot of companies that are looking at supplier diversity, but unfortunately, they are not as large as an entity as MGM. They don't have the ability to create supplier diversity program themselves. We have the opportunity to provide for them. For instance, a small business is looking for t-shirts, but they want to work with a woman-owned business, we will provide a website with searchable information for people that have gone through this class where they can say, I want t-shirts and want to work with a woman-owned business and pull up a list of businesses they can work with. We are trying to get funded through a congressional appropriation that we have been provided an opportunity for. Shani prepared the initial request, and it may she may need the assistance of the Council. One of the things they like to see is support of the community. She may ask the Council to write some letters of support for this type of program to show this would be useful and helpful as far as expanding our business and giving us more opportunities to sell our goods or provide our services. If we are able to get this money, our internal team will build that online database for us. This will allow more opportunities. In trying to work with LVCVA, as we get large company and sports engagements here, they are also a public agency and say – if you are going to give NFL and X number of dollars, this is what we want back to our community for small businesses. We would like to see at least a 20% spend in our local small businesses. We cannot do that without an actual platform that allows people to understand and where they can find this information.

TaShika asked if there could be chat feature. Shani will look into that. This could be one of the services the Nevada Cooperative Extension provides.

Ginnie suggested an email be available for questions after each session. Depending on the question, the expert in that subject matter can contact them.

TaShika suggested Q & A that would have automated responses.

Shani said that was the goal of the office hours to allow people to virtually log in and have a more personalized assistance. A frequently asked question at the end of each module would be beneficial.

William said he is happy to see the on-demand model. I think it's more user friendly and we want it to be as convenient as possible, so they are successful.

Shani asked if the Council was comfortable going back to on-demand. We know we will have the office hours. We can figure out a system for questions and a Q & A section. The Council agreed to go back to on-demand.

VIII. SBOP Alumni & Friends Mixer

Ariel thanked the Council and Trudy for their participation and assistance with the event. The event was well received by the community. Approximately 88 attended. Ariel would like to start planning for the 2022 virtual event.

Bedford explained that in the past, the event was held in the Commission Chambers and the Café dining room was reserved for a network session with resource agencies and refreshments were provided. The past events were very successful.

TaShika suggested having the event during school hours so attendees would not need daycare.

Ariel said the virtual event for the past two years have also been successful. The flexibility is very beneficial. Having the event virtual or in-person will be on the next agenda for the members to vote on.

Ariel asked Kenyatta Lewis to be a panelist at the event. Ariel will reach out to her as we get closer to December.

- December 5<sup>th</sup> or December 12<sup>th</sup> is the proposed date of the event. This will be on April's agenda for the members to vote on.

IX. Informational Items

a. Announcements

The Las Vegas Arts Academy is having their Gala. This is a great opportunity for small businesses. They are taking donations for their silent auction. Please contact Ariel if you are interested in attending. [davis\\_ariel26@hotmail.com](mailto:davis_ariel26@hotmail.com)

TaShika announced that there will be an All-Black Farmer's Market every Saturday at Cowabunga Bay in Henderson.

Monica announced the following:

The Internal Revenue Service is hosting a series of Listening Sessions and Small Business Workshops. Hear directly from the IRS on topics to help businesses succeed and join in a conversation on how the IRS can better serve small businesses and discuss issues or concerns you have when preparing and paying taxes. The first workshop is scheduled for Thursday, February 10 at 11am EST. Workshops will be hosted by region; specific to the Pacific Coast area which includes AK, AZ, CA, HI, ID, NV, NM, OR, WA, this virtual workshop for the region is scheduled to take place on March 29, 2022, at 1pm PST. For more information and to register, visit [IRS Small Business Workshop](#).

The 8th Annual Women's HERStory Month Event will be held on Friday, March 11, 2022, from 9:30am to 12 Noon PST co-hosted by the Nevada Women's Business Center and POWHer of WE. This annual event will be held both in person and virtually this year. For more information, call (702) 734-3555. Register [HERE](#).

Virtual Pitch Competition on Wednesday, March 9, 2022, from 10:00 a.m. to 12:05 p.m. via Zoom. For more information and to register to watch this Virtual Pitch Competition LIVE, register [HERE](#)

Kenyatta extended an invitation to anyone that would like to attend the graduation for the MGM Training Program on February 28th at 9:00 a.m. Please email [supplierdiversity@mgmresorts.com](mailto:supplierdiversity@mgmresorts.com). Let Quantia know that you were in this session of BDAC and would like to be a guest.

TaShika would like a copy of Kenyatta's presentation. Trudy will send out to members.

b. Business Outreach

Shani spoke about the non-profit survey she sent out to members. If anyone has questions, please let her know. This information will help as new programs are being created. Please visit the following to access the survey:

[https://www.surveymonkey.com/r/NDC\\_ClarkCounty\\_ARPASurvey](https://www.surveymonkey.com/r/NDC_ClarkCounty_ARPASurvey)

c. Identify emerging issues to be addressed at a future meeting

TaShika brought up a couple of grants for small businesses and non-profits. The systems are not always as intuitive as you would think they could be, and businesses could be missing some key steps.

X. Public Comments \*

None

XI. Next meeting date: April 13, 2022

XII. Adjournment- 10:19 a.m.